CRSC
Ambassador Conference Call
16 May 2007

Introductions (COL Sackett)

- Welcome to Ambassadors
- Introduction of CRSC Staff
  - COL Sackett, MAJ Drinkard, Wendy Schmitz, Christen Wheeler
- Ground rules for the call
  - Place your phone on mute
  - Announce your name before you speak
  - Keep pen/paper handy to write down your question and ask it at the appropriate time
  - All questions will be answered as time permits

Ambassador Resources (Christen)

- **Newly created E-Toolkit**
  - Has all the information that the more seasoned Ambassadors received, but in soft copy on a CD
  - Easier to reproduce documents
  - An additional Media Outreach folder
  - **Note from the call: We went over the attached Media Tips and Tricks document in more detail and performed a "Media 101"**

- **New CRSC Ambassador's Corner**
  - Working on reorganizing the Ambassador's Corner of the CRSC website
  - Will make finding your resources easier
  - **Note from the call: When this project is complete, we will send a message to everyone announcing the change**

Affiliate Program (Wendy)

- **CRSC has a newly created Affiliate Program**
  - Affords organizations the opportunity to partner with CRSC on different levels: Silver or Gold
  - Wendy Schmitz is leading this effort
  - **Note from the call: The Affiliate application will be sent out, which gives you more informtion on the levels and the difffernce between the Silver and Gold destinctions along with Wendy's contact information for Affiliate Program Questions**
  - **Note from the call: This is the newest addition to CRSC and as Ambassadors, we want to keep you updated with everything going on in the program. This ensures you are never caught or "blind-sided" as it pertains to CRSC**

- **Affiliate Program is already a success!**
  - Our newest Affiliates include:
    - Hispanic War Veterans of America
    - Iraq & Afghanistan Veterans of America
    - Uniformed Services Disabled Retirees
    - House of Imagene Veterans Organization
    - Paralyzed Veterans of America
    - Military Officers Association of America (MOAA)
    - American Legion

Our Next Call (Christen)

- **Administrative Notes from the call:**
  - We will ensure that all postcards are sent a minimum of 3 weeks before the call is to take place
  - "Might I recommend that any of us attending…activities, either as a visitor, or a participant, wear it (CRSC Ambassador Name Badge) and be sure to have several of the small cards in their pockets." – CRSC Ambassador James Cooney
  - CRSC Ambassador Clark Richards is getting a head start on his media outreach via the internet. Check out the following link: http://www.associatedcontent.com/article/250583/fair_treatment_for_retired_veterans.html

- **The following will be sent out after the call:**
  - Copy of the new Media Outreach document
  - Affiliate Application (as an FYI for Ambassadors)

- **Our Next Ambassador Training Call**
  - 18 July 2007
  - 1400-1500 EST
  - Suggested agenda items or questions should be submitted by Monday, 16 July 2007 to christen.wheeler@us.army.mil